



THE MASSEUR



American Massage & Therapy Association

FORMERLY THE AMERICAN ASSOCIATION
OF MASSEURS & MASSEUSES

OFFICIAL BULLETIN

MAY - JUNE 1960

DECATUR, ILLINOIS

REGISTER NOW FOR CONVENTION

TO THE MEMBERS:

About the 1960 convention!

Illinois has had the national convention more times than any other state. We are not complaining, but, this time it was sort of dumped in our lap or forced on us. Of course Iowa, Indiana, and Wisconsin came to our rescue and are sharing the responsibilities with us. Now each one of these states have had the national convention also, so they know what the score is.

We are doing our best to plan a good convention. I don't believe the members really know the prestige and notoriety the association has gained during the past few years, and I know our reputation as well governed men and women in the professional field has helped us reach the top. We have on hand a couple dozen bids for next years convention already.

That should make you feel good to know that cities and hotels all over the nation want us to come to their locality and share with us their own particular wares such as entertainment, education, sights, fun and points of interest. It

makes me feel real proud to know I belong to such an organization that has that kind of reputation. So members everywhere get the registration blank and your check

in the mail today. Come and join us in our programs, our fun and entertainment. Share our responsibilities of government, legislation and education.



The Pick Congress Hotel located on So. Michigan across from the Buckingham Fountain. Within walking distance of the Field Museum and famous aquarium and planetarium.

REDUCING
MASSAGE

THE MASSEUR

Bimonthly publication of the
American
Massage and Therapy Association.
formally known
American Association of Masseurs
and Masseuses.

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PRESIDENTS REPORT

This is Spring and I can look with pride on the accomplishments of our Association during my tenure as your National President. Our membership is increasing except in a few localities where there is either a lack of interest or a lack of leadership.

Our Year Book is out and I think that a great big vote of

thanks should be given to Dr. Chas. Brooks for the fine way he has handled it. There were many complaints about how late it came in to being. We wanted it published not later than the first of the New Year, but here the blame was not the fault of Dr. Brooks. Some of the Chapters were lax in collecting dues and we wanted as many names as possible in the book. Next year something must be done to get the dues in sooner. Then there was the wealth of information that must go into a book of this kind. The advertising came in slowly. The subject matter was not received on time. If we are to criticize let's be sure we have done our part first.

It is a fine Year Book and we can all be proud of it.

I received one patient through the Year Book last year that can pay my dues for life. Remember this when you are talking to a prospective member.

The certificates for the members who attend a seminar or review are both good looking and instructive. All Chapters should hold these reviews and get these fine certificates every year. It will increase your membership and hold your interest.

Each issue of the Masseur is better and more informative. If more members would take a \$5.00 ad each year it could be even better, and there is no advertising anywhere better for the price.

We are having quite a fight over the City Ordinance passed by Indianapolis. This ordinance is so restrictive that our good members there cannot practice. It is partly their fault as they stood by and let vice run rampant in their city until something had to be done and when it was done they were penalized too much. It behooves everyone of us to help stamp out vice wherever it appears.

Oregon and Washington are being restricted, but both of those active State Chapters are doing something about it. It is not a case of morals, but a case of practice restriction in these two States. They are making friends and hope to win out with good State Laws. Let us all help them when we can.

Plans for our greatest Convention are well underway. It will be held in Chicago August 4-5-6-7 at the Pick-Congress Hotel. Make your plans to be there for the entertainment and educational features that will be offered. There will be many items of policy to be decided upon and we will want everyone to take part in the decisions.

I have appointed Lowell Spangle of Indiana as Director of the Central District to fill out the term of Leonard Neels who unfortunately passed away. We will miss Leonard very much.

Sam Dahlgren spent a few days with me and we went thoroughly into ways and means of making our Association better. All of the things we discussed will be brought up at the Convention.

The one thing that we need more than anything else is more members. If you have done all you can in your State, look to your neighbor State and give them a lift. There are so many good reasons for belonging that we should have a chapter in every State in the Union.

May I, at this time, salute Missouri, the newest Chapter.

In this issue you will find a list of Massage Schools recognized by our Association. This will appear in each issue. If you know of more

schools that should be on this list have them contact the National Secretary.

In parting may I say those States where personalities have caused friction it is time to bury our personal feelings and work for something concrete as it is only through united effort that things can be accomplished.

Have Faith, Compassion, and Tolerance for the other fellow's mistakes. You have made at least one mistake yourself. All together Let's Go. We are on the right track.

1960 CONVENTION KEYNOTES - EDUCATION AND INSPIRATION

The two greatest customary tasks confronting those who are delegated to bring about the success of a Convention for an organization, regardless of the size or purpose of the organization, is that of getting as many members to attend as possible and to make sure that the Convention's financial figures remain on the solvent side of the ledger.

To successfully bring about the above two "essentials," it is the duty of the Chairman selected to "guide" or "steer" the Convention "Vessel" into the "water lares" of success. But it is from the A M & T A membership at large—yes, those who read the pages of "The Masseur"—(all members should)—that the positive and essential "power" must stem from to make our 1960 Convention a dynamic success!

The "positive" strength of our Convention rests with those members of the A M & T A who will be in Chicago at the Pick-Congress in the "flesh." The "essential" strength of the A M & T A and our profession rests with the total number of Massage-Therapists who are members of our Association—the A M & T A! Conventions for the Massage-Therapy Profession and its related companion sciences are not held solely for the

"steering committee" and a few staunch members, but for all the members of the A M & T A and other awakened Massage-Therapists throughout the nation.

Professional Conventions are also held for the purpose of raising the public's esteem in regards to a particular profession. Because of our tender years as an organized profession, we must continually strive to have an ever greater number of thoroughly informed practioners in the field throughout our nation's fifty states and our Conventions will assist in bringing this about.

Our annual Conventions give all practioners in Massage-Therapy an excellent opportunity to become informed and inspired not only educationally, but also as to the importance of belonging to a legitimate organization that upholds the high ideals of our noble, honorable, and humane profession. All who attend the A M & T A Convention will thrill to the beneficial experience of basking in the warmth of good-fellowship of K I N D R E D spirits!

Conventions also give one the opportunity to take home with one the kind of inner "light" that others can benefit from. Your unattending colleagues and patients will appreciate the enthusiasm you will reflect in behalf of your profession, upon your return home.

Too often members and non-members of a professional group are stimulated to attend Conventions with the promise of receiving a Convention Attendance Certificate "suitable for framing." This may bring some to conventions, but **personally** such an inducement, to me, is lacking in good taste and is somewhat infantile.

To me there are a few basically good reasons why a professional Convention should be well attended by its members. They are as follows:

1. To contribute their presence in good-fellowship and knowledge.
2. To personally benefit and transmit to others the information and inspiration that is made avail-

able to all attending delegates.

3. To elect sound, sincere, and capable officers to represent their profession and association.

Then, too, there are always many "fringe" benefits that one derives from attending Conventions that are heartwarming and unforgettable. Brother Frank and I, like others, have driven and flown thousands of miles to be in attendance at the last five A M & T A National Conventions—but we can assure you that neither of us would have missed a one! They were most satisfying professionally and personally!

I do not believe that any of the reasons listed for attending a Convention should require a "gimmick" to get you, who are reading this, to attend the 15th Annual National Convention of the A M & T A to be held at the Pick-Congress in Chicago on August 4, 5, 6, and 7th. There is no doubt in my mind but that we will all experience one of the most stimulating and informative Conventions in the history of our Association. We are in a truly wonderful profession—many of its worthy depths have not yet been discovered. It is up to all of us to further our understanding and apply it to its fullest extent. Massage-Therapy and its related sciences are some of the most satisfying means by which one can aid suffering humanity.

We will have much food for thought presented by our speaker-educators. Stephen Gaymont, M.D. of the Gaymont Laboratories Inc. will present us with rather startling information on the subject "Newest Principles of Weight Control." Dr. Gaymont is a European medically trained Nutritionist.

George W. MacGregor, M.D., D.O., is a well known figure in Chicago and throughout the world in vegetarian circles. At the age of 85 Dr. MacGregor is still working full-time helping patients professionally and nutritionally. He will speak on the subject of "The Essential Laws to Survive and to Serve."

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Randolph Stone, O.P., D.C., D.N., Author, Lecturer, and Profound Researcher into the deeper mysteries of man will speak to us on the revolutionary principles of Polarity Therapy and The Wireless Anatomy of Man. Other speakers will also have worthy messages.

There will be any number of outstanding educational sound color films—just to mention a few—"Hemo the Magnificent," "Miracle in Paradise Valley," "Rescue Breathing," and others on Massage, Nutrition and Physiology.

Charles Brooks has the entertainment phase of the Convention well under control. Lowell Spangler, with his unusual efficient manner has the exhibitors and advertising well under way. Brother Frank is standing by to help in any number of details involved with the Convention. Mildred Hanson, Floy Brownlie, and Vera B. Setty are all fulfilling their various assignments. Floy has a big job being the Registrar of the Convention: I sincerely urge you to register early and make the task lighter for a fellow worker.

Personally, I want to thank all of you who have offered their help—we will gladly call on you when the time arrives. A word to all officers of all chapters—do get your members to make their decision to attend the Convention as early as possible! We are depending on all of you!

Let us get behind the A M & T A Convention that will promote the Profession we respect and that contributes something so worthwhile to all who are served by it. It will be a heartfelt pleasure to greet you in Chicago!

Yours Fraternally
John P. Persona
(Convention Chairman)

FOR SALE—One Jaccrizzi Hydro Massage Machine, sale price, \$180.00. Contact Lamar W. Brown, Toledo, Illinois.

"A PESSIMIST TURNS INTO AN OPTIMIST"

On the first part of March I had the chance to visit in the State of California. I landed in San Bernardino and met a gentleman named George Gammon. We discussed and talked of the interests of the Association and as we visited time was slipping along. It was my pleasure to be Mr. Gammon's dinner guest at a lovely eating place in this fine city. Many clubs meet at this hotel for group gatherings. The group this day was the "Optimist Club." I enjoyed meeting many of the members of this fine group and the dinner was truly an hour of very fine fellowship.

As we were seated at the table my eyes fell on a plaque on the wall with the Club's Creed. These thoughts made me think seriously, these are the things we really believe in. The main work of the Club's members is in the interest of young boys and girls, to help them in becoming something worth while. This Club sponsors a boys ranch for homeless boys, 4 Junior Optimist Clubs, Tennis Clinic, Little League and Jr. Miss Optimist Club. The members are real proud of their young wards and the many boys and girls that have really proved themselves and gotten real good jobs and other important starts in life.

The Optimist Creed reads like this:

Promise Yourself—

To be strong so that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best. To work only for the best and expect only the best.

To be as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

Now this is a wonderful creed to work and live by for us too. I for one will remember this meeting of this Optimist Club. They are proud of their club and what they have accomplished and it gave me to feel a deeper sense of appreciation for the efforts that have been put forth to better and greater service in our Massage Therapy Association. We can and we will put our shoulders together, a group of fellow members and work for a bigger and better Association. "To help each other," should be our motto.

I also had the privilege to meet with a large number of the California members at a dinner meeting in Los Angeles. A round table discussion followed. The California Chapter holds their workshops at every meeting at which members learn from each other and The Californians are proud of their Massage School in Pomona, Calif., Mr. Lloyd Allen, president of the school. A few other States are lucky to have Massage Schools in their respective states. They have short courses which they can attend. In traveling through the country I read in the papers that some of the other people in the healing arts hold their short courses and seminars quite regularly, I believe we would gain much by following their example.

The short courses and seminars which I have attended have proved valuable to me and very inspiring. In Kansas City, Missouri, I had the pleasure of meeting with our newest Chapter and meet many of the members and officers of their Chapter. They are indeed proud of

their School in Kansas City, here are held post graduate courses, 1 day of every month. Dr. Eugene Young is president of the college.

The members of Missouri and Kansas are really proud of their chapters and are working for more members in their chapters. Congratulations to these Chapters.

Samuel G. Dahlgren.

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Each PRO-NUCLON tablet provides:

130 mg. Manganese Gluconate, 30 mg. Vitamin C, 1700 USP units Vitamin D plus 9 other important synergists.

List price: Bottles of 90 tablets—\$4.00

270—\$11.00 500—\$19.00

Write for Catalog



NORTH DAKOTA

The North Dakota Massage Assn., affiliated with the American Therapy Assn. held its quarterly meeting in the Gold Room of the Patterson Hotel, Bismark, No. Dak.

The meeting was called to order by Pres. M. T. Bakke, invocation by Mr. Dougald Munro. Pres. Bakke asked Mr. S. G. Dahlgren, sec.-treas. of State Board of Massage for a memorial service to honor Mr. Leonard Neels, who passed away in Feb. 1960. Mr. Dahlgren read a verse from 1st Corinthians,

verse 3 chapter 16, "Know ye not that ye are the temple of God and that the Spirit of God dwelleth in you."

We here in No. Dak. have known Mr. Leonard Neels for quite some time and it was always a pleasure to work with him both for the furtherance of the massage therapy and No. Dak. Association. It was always uppermost in his mind to help his fellowman. His motto was God grant me the serenity to accept things I cannot change. Courage to change the things I can and wisdom to know the difference.

Memorial prayer was spoken by Albert E. Dahlgren.

The Minutes of previous meeting were read and approved. Three members were selected from the No. Dak. membership to be sent to Governor for selection to Massage Board to fill Mr. Leonard Neels vacancy.

Mr. Vejtaso was elected to fill the post held by Mr. Neels on the incorporation of No. Dakota Massage Assn. His name was sent to Sec. of State.

Discussion was held amongst the members to hold 2 day seminar in Sept. and two 1-day seminars. One in East and one in West half of State.

A meeting will be held in Detroit Lakes, Minn., at the Dahlgren cottage in June. The Executive Board of the No. Dak. Assn. and No. Dak. Board of Massage plus any interested No. Dak. members will meet to discuss various business of the seminars.

The film "Red River Stream of Life" was shown and proved very interesting to all present. It shows how important the heart and blood is and a person should do everything he or she can to help it in its work of providing its duty to the human body.

President Bakke appointed the following names to the program committee for the next meeting to be held in Sept. 1960.

Those nominated were: Mrs. Rachel Gustafson, Fargo; Mrs. Alice Olson, Watford City; Mr.

Dougald Munro, Grand Forks.

Sincerely yours,
Albert E. Dahlgren
N. D. Sec.-Treas.

IOWA CHAPTER

Iowa Chapter A. M. T. A. held a meeting in Cedar Rapids, Iowa, at Roosevelt Hotel April 24th, 1960.

The meeting was preceded by a buffet dinner in the Hotel Dining room and a Board meeting.

Six members and five visitors were present.

Communications were read from the Nat'l Sec'y Sam Dahlgren and also Mr. John Persona, Ch. of Convention. Mr. Persona announced the dates of the Nat'l Convention and also the Ill. meeting to be held in Peoria on June 5th and asked the Convention Committee members to be present at a meeting there on that day also.

The Resolution on Telephone listing was read.

Since it would be both practical and beneficial to standardize the telephone listings of our profession in the State and also Nationally, therefore, be it resolved to ask the Telephone Co. to make the following changes:

Black Section—

Doe, John, Therapist, 3-8555.

Yellow Section—

Change Massage to Massage Therapy—

Doe, John, 3-8555.

Yellow Section—

Under Physical Therapy to

(See also Massage Therapy)

The resolution was passed.

A resolution to take in Don Hudson as an associate member:

Don would like to be more active in the organization, with this thought in mind he has had the course and trained under supervision. The Board recommended we take him in as an associate member.

Eva Gilbertson read a letter from Dr. Huston on Touch Therapy System and if 20 people were interested it could be presented in Chicago.

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Reports on the Convention Planning committees were given by Mildred Hansen and Floy Brownlie.

It was decided the chapter take a page in the Convention Program.

Mr. Bahl asked that we have a meeting the 2nd week in Oct. to lay strategy for legislation which may come up and also have our election of officers. It will be in Cedar Rapids, as usual.

An informal discussion period followed.

Meeting was adjourned at 4:30.

Floy Brownlie

Sec'y-Treas.

Iowa Chapter

P. S.—Mr. Bahl sent out 30 questionnaires to non-members and received only two replies, one of them was negative.

WHICH ARE YOU?

A lot of members are like wheelbarrows, not good unless pushed.

Some are like canoes—they need to be paddled.

Some are like kites—if you don't keep a string on them they fly away.

Some are like footballs—you can't tell which way they will bounce.

Some are like a good watch—open face, pure gold, quietly busy and full of good works.

We are doing a fine job with our membership drive, but we can all do better. If each member will get just **One New** member, we will go over our goal. That isn't asking too much of any member. Let's all try.

Your membership Chairman
Irene Jordan.

TV Announcer: "We have just received a bulletin of a catastrophe, the like of which has never been known to mankind—but first, a word from our sponsor."

✱

Give a woman an inch and she thinks she's a ruler.

✱

Don't start Vast Projects, with a Half Vast Idea.

✱

REDUCING IS EASY WITH MASSAGE THERAPY

by

RUTH A. KOSSICH

I weigh 189 pounds and I think it's absolutely marvelous. If you cannot see anything marvelous about a 5'4½" woman weighing 189 pounds, you will surely change your mind when I tell you that just five short months ago I weighed 233 pounds, and the most amazing thing about it is that it required no effort or will-power on my part.

Like all overweight people, I have tried time and again to lose weight by dieting. Usually, I dieted on my own, but several times I sought a doctor's help hoping that I would have better luck, but to no avail. The doctor puts you on the typical low-calorie diet and gives you an appetite inhibiting pill or capsule. These work fine for a few weeks, but unfortunately, in all too short a time they lose their effectiveness as a deterrent and you might just as well not be taking them for all the good they do you. Besides, no pill that I have ever taken has been able to com-

pete for very long with pictures of luscious and delicious foods on television, in magazines, newspapers, etc. Everywhere you turn you are enticed by mouth watering concoctions, so that it is impossible to get your mind off of food and sooner or later, we weak-wills, give in to temptation, no matter how hard we struggle against it.

I have sought the aid of a doctor in reducing four times over the past fifteen year that I can remember. All warn of the dangers of excess weight; the strain on the heart; greater susceptibility to disease; the probability of a shortened life-span. All overweight people know these warnings inside out and backward. Still, even though we recognize that losing our excess pounds is of life and death importance, most of us cannot cope with a sustained low-calorie diet.

First of all the typical overweight likes the type of foods that are calorie-packed: pie, cake, ice cream, potatoes, gravies, rich sauces, that sort of thing. When you go on a diet, the first thing you have to do is change your eating habits completely. All over-



Committee members going over plans for the 1960 National Convention

weights know this is the **only** way that weight can be taken off; change your eating habits and drastically reduce your intake.

The type of food that you must eat to lose weight is another thing that the over-weight knows forward and backward and inside out. The best description of it, I think, is rabbit food. It is thoroughly unappetizing, uninteresting and monotonous, and the longer you eat this type of food, the more you long for the luscious, delicious, calorie packed food. To the average over-weight person this means that he must **force** himself to live on food that he not only doesn't enjoy, but may actually dislike and, believe me, it is a losing battle.

The second thing about rabbit food that defeats the over-weight person, is the ever present, unending hunger associated with it. In order to lose weight, you must eat such a small amount of food, that, even after a so called meal, you are still hungry, and you are hungry until your next meal. At your next meal you do not have enough to satisfy your hunger either, and so it goes. You are always hungry and when you are always hungry, you can think of nothing but food, which is the very thing you should not think of when dieting. And so, you have two powerful forces working against you—monotony and hunger—and there aren't very many weak willed over-weights who are a match for such adversaries as these.

In the many times that I have dieted over the years, I would lose 10, 20 or maybe 30 pounds (the most I ever managed to lose at one time) before I gave in to temptation. Each time that I went off my diet, I was so happy to get relief from the hunger and so happy to get back to the kind of food I loved, that I could not control myself. I soon gained back all that I had lost and more besides. Gradually my weight crept up in this manner until it reached a maximum of 274. For every 10

I lost, I gained back 20 and because of this, I actually came to associate dieting with **gaining** weight instead of losing. I convinced myself that the deprivation and denial certainly weren't worth it since I knew from experience, I would only gain weight in the end anyway.

With each failure it became even harder to make another effort to diet. What was the use? Still I continued to make a half-hearted stab at it every now and then. When I reached 274, I had just about lost all hope. If I couldn't stay on a diet long enough to lose 10 pounds any more, how could I hope to stay on one long enough to lose 150 pounds, so why even try.

About this time I heard of a doctor who used hypnosis for weight reduction and, in desperation, I decided to give it a try. This doctor gave me a physical examination and as a result, the first thing that happened to me was a 10 day stay in the hospital for an operation and two blood transfusions. When I got out, another check by the doctor and back to the hospital I went for another two weeks and another costly operation.

As a result of my sojourn in the hospital, I did lose about forty pounds and, believe me, losing weight via operations was, for me, losing weight the easy way.

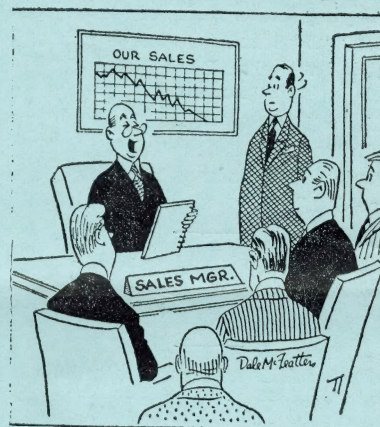
When the doctor finally got around to weight reduction (which was what I had gone to him for in the first place), he tried hypnosis on me exactly twice (at ten dollars a half hour) and then told me I could not be hypnotized for the same reason I could not reduce. Although he did not explain this remark further, I took it to mean that my weight was the result of emotional problems and what I really needed was a psychiatrist.

Things continued status quo for another few years until my husband happened to learn that a friend of his, who is a Massage Therapist, used suggestion in weight reduction. After much urg-

ing from my husband, I finally agreed, unenthusiastically, to try suggestion. I believed in hypnosis, but, after what the doctor had told me, not for myself. However, what could I lose?

After an encouraging talk with this kind and gentle man, I cautiously began to hope again. I was assured that a light hypnotic suggestion was all that was necessary for success in weight reduction and right from the beginning it worked like a miracle for me with astonishing and positive results. I was given the will-power I lacked, my hunger was eliminated and the monotony of eating the same things doesn't faze me a bit anymore. I have found a source of strength outside myself that I know I can draw on and it gives me faith and confidence. I have not a single doubt in the world now, that I will lose every ounce of weight that I need to lose with ease and comfort.

STRICTLY BUSINESS



We are having a special sales contest-- the winner keeps his job!

A motorist being chased by a cop on the outer drive in Chicago, pulled over to one side. The cop drew alongside, stuck his head in the Motorist's window and barked, "I'm going to give you a ticket." "Oh! Thank Goodness," said the motorist, "I thought you were going to rob me."

REDUCING
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JUST A LITTLE MORE

A little more kindness
A little less creed . . .
A little more giving
A little less greed.

A little more smile
A little less frown,
A little less kicking
A man when he's down.

A little more we,
A little less "I".
A little more laugh,
A little less cry.

A little more flowers
On the pathway of life,
And fewer on graves
at the end of the strife.

The second day of a diet isn't too hard because by that time you're off of it.

It's nice for children to have pets until the pets start having children.

Trying on a pair of shoes, to clerk: "It's exactly what I wanted, but it isn't what I had in mind."

At a jam-packed concert in the Hollywood Bowl: "No wonder people don't come here—it's so crowded."

Classified ad: Man wanted to work in dynamite factory; must be willing to travel."

Grateful Patient: "Doctor, how can I ever pay you for your kindness to me?"

Doctor: "Doesn't matter, old man, check, money order, or cash."

You're middle aged if, when the air is springy, you're not.

A woman will look into a mirror any time except when she is about to pull out of a parking place.

A pedestrian is a man who has two cars, a wife and a son.

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A teacher in an Oklahoma school asked if any of her pupils were part Indian.

"I am, teacher," replied Tommy. "What tribe?"

"Well, I don't think it was exactly a tribe," explained Tommy. "It was just a wandering Indian."

"Have a good day," you can, if you work at it.

"Every man wants his ship to come in before he's too old to navigate."

Anatomy is something everyone has, but it looks better on a girl.

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